

Claims:

1. A method for feeding web material onto a substrate, comprising:
 - introducing a web material onto a vacuum roll;
 - advancing the web material on at least a portion of a foraminous peripheral surface of the vacuum roll;
 - cutting the web material after it has advanced on the portion of the foraminous peripheral surface of the vacuum roll to form a length of web material; and
 - introducing the length of web material onto a vacuum wheel applicator for advancing onto a substrate.
2. A method according to claim 1, further comprising cutting the substrate after the length of web material is introduced onto the substrate so that the web material forms a cutting edge.
3. A method according to claim 1, wherein the web material advances on 90 to 200 degrees of the foraminous peripheral surface of the vacuum roll prior to being cut.
4. A method according to claim 1, wherein the web material comprises an adhesive tape, and the method further comprises activating the adhesive on the tape as the tape advances on the vacuum wheel applicator.
5. A method according to claim 1, wherein the method further comprises feeding web material onto a plurality of individual substrates, and controlling the timing of each cutting of the web material so as to register the position of each length of web material with a predetermined location for each length of web material on each individual substrate.
6. A method according to claim 5; further comprising identifying the predetermined location for each length of web material on each individual substrate, and supplying the

identified predetermined location information to a controller configured to control the timing of each cutting of the web material.

7. A method according to claim 6, wherein the predetermined location for each
5 length of web material on each individual substrate comprises a leading edge of each individual substrate.

8. A method for feeding web material onto a plurality of individual carton blanks, comprising:

10 continuously introducing a web material onto a vacuum roll;
cutting the web material on the vacuum roll to form a length of web material;
continuously applying each length of web material onto each individual carton blank;
and
controlling the timing of each cutting of the web material so as to register the
15 position of each length of web material with a predetermined location for each length of web material on each individual carton blank.

9. A method according to claim 8, further comprising cutting the individual carton blank after the length of web material is introduced onto the individual carton blank so that
20 the web material forms a cutting edge.

10. A method according to claim 8, further comprising identifying the predetermined location for each length of web material on each individual carton blank, and supplying the identified predetermined location information to a controller configured to control the timing
25 of each cutting of the web material.

11. A method according to claim 10, wherein the predetermined location for each length of web material on each individual carton blank comprises a leading edge of each individual carton blank.

12. A method according to claim 8, wherein the length of the web material is continuously changed according to the length of the individual carton blank.